NEWSPAPER

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Turning on the juice

Coca-Cola Foods, Houston, targets calorie-conscious adults in this 30-second spot introducing Minute Maid Light 'n Juicy low-calorie fruit beverage (inset). The spot, via Lowe Marschalk, New York, breaks nationally April 20. Couponing and in-store sampling also support. Ads focus on what Light 'n Juicy does not have: no added sugar, no crystals, no preservatives, no bubbles. The drink is positioned as "four delicious fruit flavors and the goodness of real juice." Budget was not disclosed.

Maybelline consolidates at Needham

By PAT SLOAN

Maybelline Co., fighting intensified competition from Noxell Corp., has consolidated the bulk of its estimated $60 million advertising budget at DDB Needham Worldwide, Chicago.

The switch ends Maybelline's 12-year association with Ted Bates Advertising, New York, and circumscribes a five-year relationship with the Bloom Agency, Dallas.

Bates loses about $31 million in billings in the move, while Bloom gives up about $9 million. Both shops retain other Schering-Plough business.

The consolidation at DDB Needham brings together the Moisture Whip line of cosmetics, makeup, creams and lotions, which was at Bloom, with the other Maybelline eye, lip, face and nailcare products handled by Bates.

The Memphis, Tenn.-based company plans to boost ad spending by 50% this year.

Although Maybelline remains

(Continued on Page 100)

WRG will brew ads for new P&G coffee

By STEWART ALTER and JUDANN DAGNOLI

In a move against archrival General Foods Corp., Procter & Gamble Co. is about to perk up its Folgers brand with a premium-coffee line extension.

The new product has been assigned to Wells, Rich, Greene, New York, which is a relatively new agency to P&G's beverage division.

The product, which sources say is called Folgers Colombian Supreme, represents P&G's first entry into the premium-coffee segment, where rival GF already has gained a solid foothold with entries such as Yuban and Maxwell House Private Collection.

Cincinnati-based P&G had no comment.

There is speculation P&G is planning to move into this segment quickly. It reportedly will present its introductory program to its sales staff this week.

Ad spending could not be determined, but P&G spent $38.8 million in measured media to support the entire Folgers line last year, according to Leading National Advertisers.

Although the specific positioning of Folgers Colombian Supreme is not known, industry executives say the combination of the Colombian and the Folgers

(Continued on Page 98)

Last Minute News

FDA backs use of latex condoms

WASHINGTON—The Food & Drug Administration late last week said marketers of latex condoms may, for the first time, advertise their products as helping to prevent acquired immune deficiency syndrome. In a letter to manufacturers, the FDA said the spread of AIDS has made it "very important that users be fully aware that latex condoms provide protection." Condoms made of natural membranes are excluded from the ruling.

O&M eyes overseas TV efforts

LONDON—Ogilvy & Mather is moving into program barter and syndication outside North America. It will buy programs and trade them to TV networks in return for airtime to sell to O&M clients.

Galoob enlists Towne, Silverstein, Rotter

SAN FRANCISCO—Lewis Galoob Toys here added Towne, Silverstein, Rotter, New York, to its agency roster, sharing its $28 million

(Continued on Page 8)

Florida ad tax leaps Senate hurdle

Industry descends on Legislature

By STEVEN W. COLFORD

TALLAHASSEE, FLA.—Florida's proposed advertising tax was rammed through a state Senate committee last Thursday, setting the stage for crucial votes in the Legislature this week.

The tax bill extends Florida's 5% sales tax to advertising that originates within the state and, in an unprecedented step, to advertising that enters the state via national media.

National advertising groups are joining Florida advertisers and media companies in an 11th-hour bid to stop the bill. Association of National Advertisers president DeWitt Helm Jr. said he and a delegation of ANA member executives will arrive here Tuesday to "walk the halls" of the Legislature with local Florida ad industry groups.

The American Association of Advertising Agencies and the American Advertising Federation are working closely with Florida agencies and adclubs.

Industry officials contend they have a "50-50" chance to defeat the tax, partly because of the political uproar that was created when Senate President John Vogt, a Republican, added five hand-picked senators to the 11-member Taxation and Finance Committee.

The expanded committee defeated an amendment 10-6 that would have excluded advertising from the tax. Without the new members, the exemption would have been passed 6-5.

Howard Bell, AAF president, said the expansion of the panel "made it impossible for the ad industry and the consumers of Florida to get a fair legislative hearing."

The committee went on to pass by an 11-5 vote the full sales tax bill, which would extend the sales tax to more than 60 service businesses. Florida officials said the new taxes, if enacted, would add $900 million a year to state revenue, about $100 million of that from advertising.

The bill now goes to the Senate appropriations committee and is expected to reach the full Senate this Wednesday.

The Florida House, which hasn't completed its sales tax proposal, is expected to push a final draft to the full membership this week or next. Votes in both chambers are expected to be much closer than last week's Senate committee ballot.

The Legislature's leadership is trying to push the politically unpopular sales tax plan to quick judgment. They want to minimize anti-tax lobbying by business.

A statewide poll, released Friday, showed nearly two-thirds of the state's voters oppose expanding the tax. The same Florida poll, however, also showed 40% of the voters support a sales tax on newspaper advertising.

Despite the initial legislative defeat, industry lobbyists were encouraged by the failure of House leaders to act on the tax bill last week. The hang-up, lobbyists said, is advertising; they say they think the House bill will exclude national advertising from the tax.

"That is a possibility," said Charles Ranson, the industry's Florida lobbyist.

Mr. Ranson said he also believes the final House and Senate bills will be sufficiently different to require a conference. He even suggests that a majority of House and Senate members may eventually oppose the tax plan.

"I think it's real close," he said. "There's a real question whether the leadership has a ma-

(Continued on Page 100)

Highlights

Racing to soaps 4
Chrysler Corp. and Yugo America are moving into a TV daypart automakers largely have ignored: daytime soaps. Yugo, which opened new marketing territory with its car priced under $4,000, will break new ground April 20 with spots on four CBS soap operas. Meanwhile, Chrysler's Plymouth division is using its long-running "The pride is back" spots on ABC soaps.

Network signs 21 agencies 6
A fledgling group of independent agencies claims it now has the clout it needs to gain media buying parity with the major shops. As they gear up for their final planning meeting this week in Los Angeles, backers of the Leading Independent Agency Media Buying Network said they have signed 21 members.

Arden looks beautiful to Avon 12
Avon Products is hitting the acquisition trail again, this time taking a look at a substantial entry in the retail beauty products market. An Avon spokesman confirmed that Avon is looking at Eli Lilly & Co.'s Elizabeth Arden division, a company with sales of $398 million that is expected to fetch as much as $620 million.

Guinness studies U.K. setup 24
Guinness is expected to announce soon a reshuffling of its $22.5 million in annual billings at U.K. ad agencies. The move will be the first step in the long-awaited realignment of the liquor brands it acquired last year in a takeover of United Distillers.

Tapping the yogurt culture 32
Atlantis Dairy Products has beaten major yogurt marketers to the stores with fromage frais, a yogurt-like blend of fresh fruit and cheese. The Huntington Park, Calif., company is marketing its Bon Lait fromage frais in Los Angeles and San Diego, backed by TV commercials featuring the voice of Robin Leach, host of "Lifestyles of the Rich and Famous."

First-class 'Traveler' 86
Conde Nast's Traveler, a monthly to appear in September, will make a first-class entry in a segment of the magazine industry that's almost as crowded as steerage.

Stars of the Interior 93
Charles Bronson, Clint Eastwood and Lou Gossett respond when the president says what they can do for their country. Public service announcements featuring the three actors are being distributed this week as part of a $350,000 campaign for the U.S. Department of the Interior.

INTERNATIONAL

BRAZIL

The color of money 64
This week's section focuses on Brazil, besieged by high inflation, debt woes and creeping unemployment. The problems are in stark contrast to avant-garde creativity and bold colors typically found in the country's advertising. The special section includes stories on the general economy; an overview of Brazilian creativity; a profile of the marketing success of the Grendene brothers; a story about front-runner TV Globo and the networks breathing down its neck; and a diary by a U.S. marketing executive detailing the red tape and headaches of launching a new product.

OTHER NEWS

The average price of a 30-second spot in syndicated children's TV shows has dropped 35% from record levels two years ago, based on 1987-88 advance sales just completed by major barter syndicators. Page 4.

K mart Corp.'s sale of most S.S. Kresge and Jupiter variety stores indicates the No. 2 retailer won't sacrifice profitability to overtake Sears, Roebuck & Co. Page 22.

Making a financial success of *California* is a goal that has eluded some of publishing's more accomplished players—Clay Felker, Rupert Murdoch and Mike Levy. But under Alan Bennett, the magazine's president of three years, the monthly is doing what it's never done before: making money. Page 28.

The advertising industry believes it has the votes to stop legislation that would ban the advertising and promotion of tobacco products. Page 36.

The high cost of establishing a new name in the crowded automotive market has led the major automakers to revive old names. For every Corsica-Beretta backed by a hefty ad budget, a Chevrolet Nova is recast to stretch a modest budget. Page 41.

Saatchi & Saatchi Co., while not yet able to effect a merger of its major agencies, is slowly but surely consolidating its smaller New York shops. Its latest move is to combine McCaffrey & McCall and Rumrill-Hoyt's New York offices under the same roof. Page 95.

SPECIAL REPORT

***City and regional magazines—** Shakeouts and editorial revamps seem inevitable among city and regional magazines. Publishers are bolstered, however, by a growing sense of regionalism among readers and advertisers.*

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Rate-cutting slammed by publishers

By STUART J. ELLIOTT

NEW YORK—The publisher of *Good Housekeeping* is charging that rate-cutting has "gone crazy," and is calling for an immediate end to it.

Soft advertising sales allegedly are spurring a renewed round of rate deals throughout the industry.

Because other magazines are giving advertisers and their agencies special rates not on publications' rate cards, *Good Housekeeping* lost "at least 100 [ad] pages," said Louis Porterfield, VP-publisher of the Hearst Magazines women's service book.

L. Porterfield

Alan Waxenberg, VP-publisher of Hearst's other women's service monthly, *Redbook*, termed rate-breaking "a cancer." He estimates *Redbook* has lost "200 or 300 pages a year . . . if not more."

General Motors Corp. and Unilever's Chesebrough-Pond's are benefiting from rate-cutting, say magazine and agency executives.

The beneficiaries "tend to be corporations with a multitude of brands, because they have the potential clout, the volume," said Michael Ephron, exec VP-director of media services at Scali, McCabe, Sloves.

"When times get tough, it gets worse, and this year it's really bad," Mr. Porterfield said, citing "the economy, the fact [that] advertisers are watching the bottom line more closely and the 15-second commercial [drawing marketers] back into broadcast again."

Ad sales this year for the "seven sisters" women's service titles—*Better Homes & Gardens, Family Circle, Good Housekeeping, Ladies' Home Journal, McCall's, Redbook* and *Woman's Day*—have been flat to down.

According to figures supplied by *WD*, the seven have lost almost 400 pages through their June issues vs. last year's first half of 5,129 pages.

This is the second time Mr. Porterfield has spoken out against rate-breaking. When he became *GH's* publisher, he warned it would be "the ruination of the magazine business" (AA, June 25, 1984).

One of the reasons there is for more rate-breaking, he said, is because that more agencies are "set-

(Continued on Page 100)

Immigration's bounty

3 shops share $10M account

LOS ANGELES—The U.S. Immigration and Naturalization Service, Washington, hired a trio of agencies here for its $10.7 million advertising program to advise illegal aliens of new amnesty laws taking effect May 5.

Hill & Knowlton, La Agencia de Orci and Coronado Communications Corp. will produce English and Spanish-language ads for the service under the Justice Group name. Within three weeks, a flight of ads will address illegal aliens. A second component breaking in June will warn employers of stiff fines for hiring illegals. The campaign will use hispanic celebrities.

Liquor Barn, a San Leandro, Calif.-based unit of Safeway Stores, hired DDB Needham Worldwide, San Francisco, as agency for its $1 million-to-$2 million account, previously at Cole & Weber, San Francisco. The win may be fleeting, however, because Safeway is considering proposals to sell the 105-unit retail chain.

Liquor Barn hired DDB Needham after a review involving San Francisco agencies Evans/Lynch Rockey, Mojo MDA-Allen & Dorward and Reiser Williams deYong.

Also new to DDB Needham: TeleCake International, Oakland, a cake-by-wire service, from McLean-Stewart Advertising, San Francisco.

Daihatsu America, Long Beach, Calif., has narrowed its agency search to Abert, Newhoff & Burr, and Kresser, Craig/D.I.K., both Los Angeles, for its projected $1 million account. Japan's Ministry of International Trade & Industry has authorized Daihatsu to market 11,500 of its Charade three-door cars in the U.S. starting in the fall.

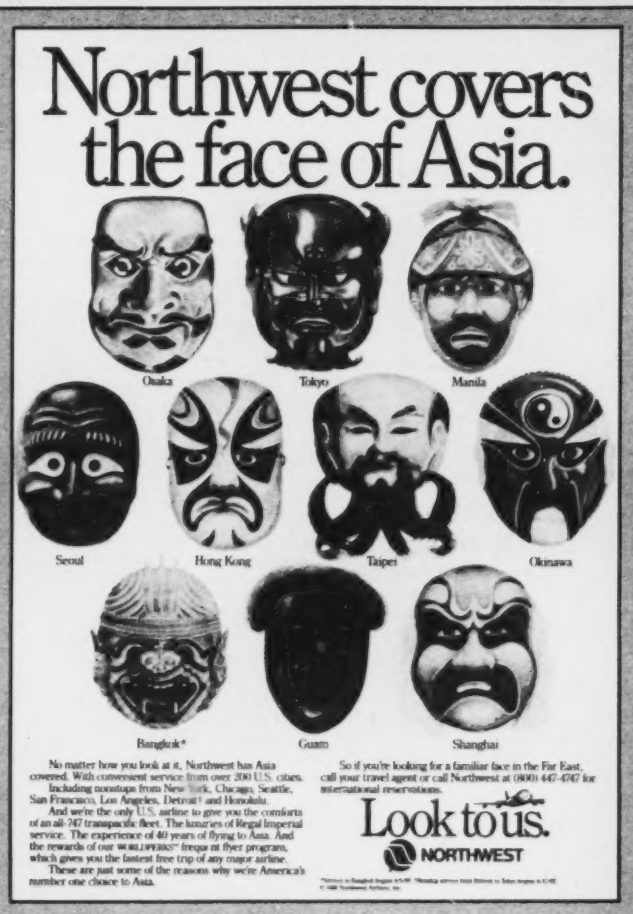
AN&B also handles advertising for Daihatsu's Hi-Jet vehicle.

West Coast News

Winegrowers of California, the Burlingame, Calif.-based marketing co-op of vintners and grape growers, will disband on June 30, following a stormy 3-year existence. The group's nearly 6,000 vintner and grower members voted to dissolve the association plagued by internal squabbling over its marketing approach.

As a result of the dissolution California vintners have filed a request with the state Department of Food & Agriculture to form their own commission. Pinne, Garvin, Herbers & Hock, San Francisco handles the Winegrowers' $1 million account.

BEST OF PRESS


Northwest covers the face of Asia.
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Tokyo
Manila
Seoul
Hong Kong
Taipei
Okinawa
Bangkok*
Guam
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No matter how you look at it, Northwest has Asia covered. With convenient service from over 200 U.S. cities. Including nonstops from New York, Chicago, Seattle, San Francisco, Los Angeles, Detroit† and Honolulu.
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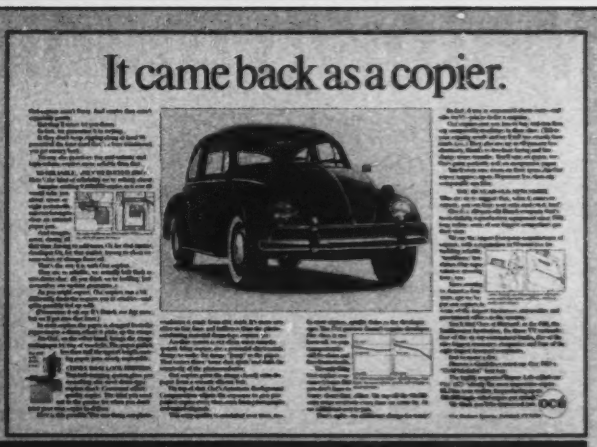
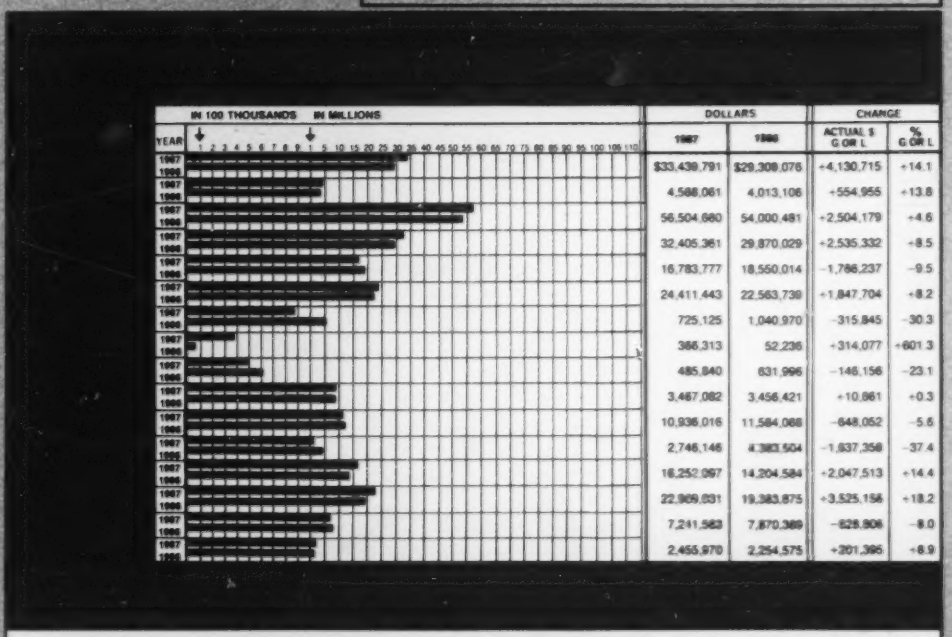
These are just some of the reasons why we're America's number one choice to Asia.
So if you're looking for a familiar face in the Far East, call your travel agent or call Northwest at (800) 447-4747 for international reservations.
Look to us.
NORTHWEST

This ad for Northwest Airlines, via DFS Dorland, Minneapolis, uses traditional masks in a creative way to illustrate the airline's breadth of service to Asia. Graphics complement the headline. Creative director: Bill Gangi; copywriters: Steve Price, Rob Lokody; art director: Mike Rylander; illustrator: John Eggert.



Great headline and great illustration for Oce copiers. Anderson & Lembke, Stamford, Conn., is the agency. Creative director: Steve Trygg; copywriter: Dave Goldenberg; art director: Susan Casey; graphic designers: Nancy Manfredi, Francine Nasseif; photographer: Steve Bronstein.



Ad spending hops by 5.5%: amusements, autos surge

NEW YORK—Advertiser spending in the major-market daily newspapers measured for the ADVERTISING AGE Flash Report increased to $235.5 million in January, a 5.5% increase from the same month in 1986.

The amusements category led all gainers in dollar volume increase, rising 14.1% to $33.4 million.

Other big gainers included new passenger car spending, up 18.2% to $22.9 million, and airline spending up 14.4% to $16.2 million.

Department stores spent 4.6% more than in January '86, with total spending in the category at $56.5 million. The food stores category was up 8.5% to $32.4 million, and the general-merchandise stores category was up 8.2% to $24.4 million.

Among other gainers were computer stores and supplies, up 13.8% to $4.5 million; public-service utilities and commissions, up 0.3% to $3.4 million; stock, bond and investment houses, up 8.9% to $2.4 million; and cameras, photo supplies and services, up 601.3% to $366,313.The biggest downturn in dollar volume was in the radio-TV-phonographs-records category, down 9.5% to $16.8 million.

Other losers included publishing and media, down 5.6% to $10.9 million; banks and trust companies, down 8% to $7.2 million; cigarettes, down 37.4% to $2.7 million; alcoholic beverages, down 30.3% to $725,125; and computers, equipment and services, down 23.1% to $485,840.

Media Records Inc. prepares the Flash Report, based on SAU inch measurements in 29 daily and 23 Sunday newspapers in 16 major markets.#

A good marriage of color, illustration and headline makes the point in this McDonald's ad by Leo Burnett USA, Chicago. Creative director: Greg Taubeneck; associate creative director-copywriter: Jim Dyer; art director: Jim Bruck; photographer: Dennis Manarchy.

A good graphic coupled with great use of color and a striking headline make this ad for Procter & Gamble's Crest toothpaste via D'Arcy Masius Benton & Bowles, New York, an attention-grabber. Creative director: Kenneth Charof; creative group heads: Norm Siegel, Ellen Azorin; copywriter: Craig Demeter; art director: Jeff Cooper; photographer: Jerry Friedman.

Test your condom. Right here. Right now.
Here's how:
Four questions to ask:
Your condom
Ramses EXTRA
Yes No Yes No
1. Does it have a spermicide for extra protection?
2. Is each individually tested for maximum reliability?
3. Is it strength tested to exceed a minimum of 2500 PSI?
4. Does it have a lubricant for greater sensitivity?
EXTRA

The headline stopped us in our tracks. The ad, done by Euramerica International Advertising in New York for Schmid Laboratories' Ramses condoms, goes for shock value in a new and somewhat controversial category. Creative directors: Tony Weir, David Scott; copywriter: David Scott; art director: Neil Wagner.

Special Report

City & Regional Magazines

Steve Bassett

Category ages gracefully despite competition

By Julie Liesse Erickson

City and regional magazines have found that with age comes a more complicated life—not only in staying the competition, but in keeping up with readers' needs.

The '70s were boom years for city and regional titles, the early '80s a time of segmentation. As the category matures, shakeout and continuing editorial refinement seem inevitable.

"The '70s saw an enormous number of start-ups; today we're seeing a shakeout, particularly in markets that are just too small to support a magazine," says Michael Levy, publisher of *Texas Monthly*, Austin, Texas. "The classic city and regional magazines are doing OK. But in Texas, for instance, there really was only one local magazine in 1973; today there are more than 40. There is no way the sluggish market can justify all those magazines."

Shakeout or no, publishers are confident in the future of the category as a whole. For one thing, says Gary Johnson, VP-marketing for *Mpls./St. Paul*, Minneapolis, "We're all legitimate, finally; we're an accepted part of the magazine industry, winning editorial awards. You just don't see the great diversity of quality that you used to."

A growing regionalism also bodes well for city and regional titles. "Regionalism has become a major component of publishing," Mr. Johnson says. "Consumers have developed a stronger sense of place; the '70s notion of transience is over. Also, consumer product marketers—Campbell [Soup Co.], auto marketers—are looking toward regional strategies.

"Aberrations in local economies aside, the category has every reason to think that the future holds greater stability and health."

Unless otherwise noted, all circulation figures used in this Special Report are Audit Bureau of Circulations' FAS-FAX averages for the six months ended Dec. 31, 1986.

Top city and regional magazines

Title	Circulation	Percent change*
1. *Southern Living*	2,263,922	−2.4
2. *Sunset*	1,442,478	2.5
3. *Yankee*	1,018,245	1.0
4. *New York*	428,507	−1.8
5. *California*	357,813	18.6
6. *Texas Monthly*	283,340	0.4
7. *Chicago*	201,790	−6.1
8. *San Francisco Focus*	197,996	9.9
9. *Los Angeles*	173,651	3.2
10. *Alaska*	170,195	9.4

* Percent change between six months ending Dec. 31, 1985 and six months ending Dec. 31, 1986.
Source: Audit Bureau of Circulations' FAS-FAX report

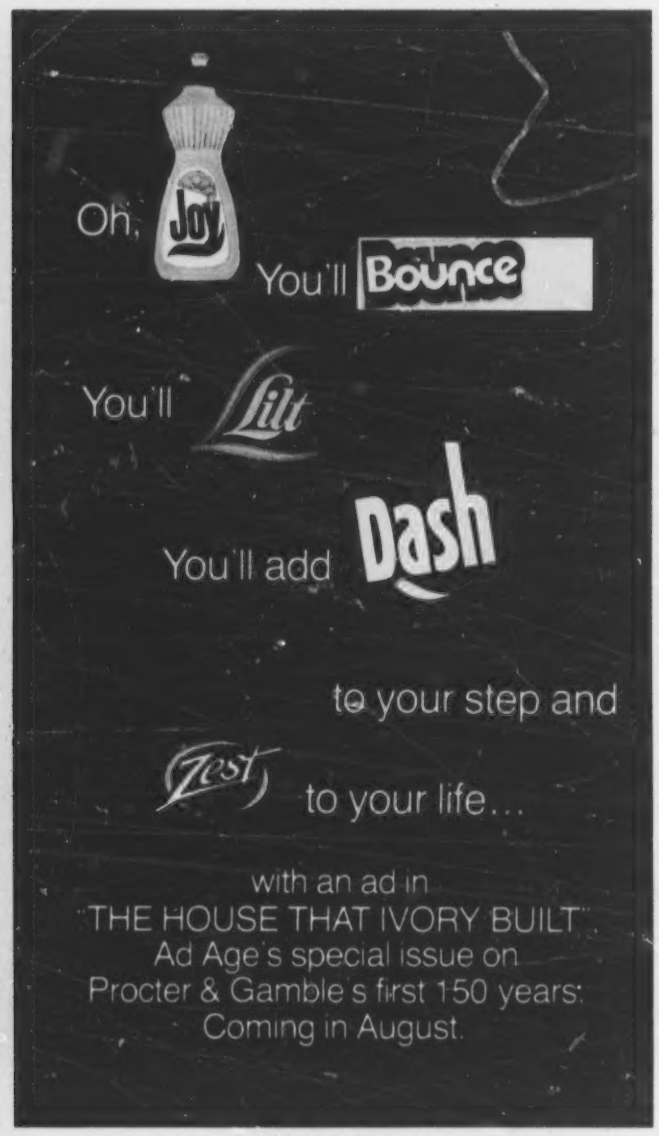
Ad pages in farm publications for 3 months, 1987-86

First-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

	Pages			
	Jan.-March 1987	Jan.-March 1986	Jan.-March 1987	Jan.-March 1986
— Canadian —				
Country Guide:				
Eastern Edition	143.1	120.0	143.1	120.0
National Edition	237.8	221.4	237.8	221.4
Western Edition	143.9	140.1	143.9	140.1
Le Bulletin des:				
Agriculteurs	—	—	—	—
Total Group	524.8	481.5	524.8	481.5
% change		+9.0%		+9.0%
— Dairy & livestock —				
Beef Extra	46.3	30.3	46.3	30.3
Beef Magazine A.	126.4	169.1	126.4	169.1
Beefweek	101.9	134.1	101.9	134.1
The Cattleman	240.4	274.4	240.4	274.4
Dairy	82.9	85.0	82.9	85.0
Dairy Extra	56.6	50.0	56.6	50.0
Dairy Herd Management	41.6	48.0	41.6	48.0
Drovers Journal (52X) A.	168.9	200.0	168.9	200.0
Feedlot Management	25.8	41.6	25.8	41.6
Florida Cattleman	165.0	197.5	165.0	197.5
Hoards Dairyman (23X) A.	137.4	173.0	137.4	173.0
Hog Extra	54.9	47.1	54.9	47.1
Hog Farm Management	61.0	33.2	61.0	33.2
National Hog Farmer	191.0	210.5	191.0	210.5
Pork '87	151.9	150.2	151.9	150.2
The Hog Producer	24.9	24.8	24.9	24.8
S. Beef	—	—	—	—
Southern Beef Producer (8X)	54.3	40.3	54.3	40.3
Sunbelt Dairyman (6X)	—	—	—	—
Western Livestock Reporter	122.8	134.4	122.8	134.4
Total Group	1,853.9	2,043.5	1,853.9	2,043.5
% change		−9.3%		−9.3%
— Fruit &vegetable —				
American Fruit Grower	125.4	155.3	125.4	155.3
American Vegetable Grower	161.1	154.8	161.1	154.8
Citrus & Vegetable	159.7	152.6	159.7	152.6
Hay & Forage Grower	39.8	—	39.8	—
The Citrus Industry	101.9	94.0	101.9	94.0
The Grower	115.0	75.7	115.0	75.7
Total Group	702.9	632.4	702.9	632.4
% change		+11.1%		+11.1%
— General farm publications —				
American Agriculturalist	72.4	81.5	72.4	81.5
California Farmer (21X) A.	148.0	179.0	148.0	179.0
Colorado Rancher & Farmer	71.8	105.3	71.8	105.3
Farm Futures	189.8	168.6	189.8	168.6
Farm Industry News (10X)	217.8	218.4	217.8	218.4
Farm Journal Inc.:				
Farm Journal (14X)	279.4	266.3	279.4	266.3
Top Producer	91.4	60.8	91.4	60.8
Farmer-Stockman Unit:				
Oklahoma Farmer-Stockman (11X)	50.2	49.2	50.2	49.2
Texas Farmer-Stockman (11X)	64.4	51.8	64.4	51.8
Florida Grower & Rancher	—	—	—	—
Harvest Publishing Unit:				
Kansas Farmer (16X)	152.8	213.7	152.8	213.7
Michigan Farmer (16X)	151.1	191.1	151.1	191.1
Missouri Ruralist (16X)	181.6	239.8	181.6	239.8
Ohio Farmer (16X)	211.9	241.5	211.9	241.5
Pennsylvania Farmer (16X)	165.2	171.9	165.2	171.9
High Plains Journal:				
Eastern Kansas (52X)	471.6	511.9	471.6	511.9
Colorado	476.9	521.4	476.9	521.4
Nebraska	470.2	504.1	470.2	504.1
Oklahoma-Texas	475.4	505.4	475.4	505.4
Western Kansas	510.9	563.0	510.9	563.0
Irrigation Age (10X) A.	27.9	62.9	27.9	62.9
Kentucky Farmer	100.2	102.7	100.2	102.7
Lancaster Farming (52X)	1,929.6	1,875.9	1,929.6	1,875.9
Midwest Unit:				
Nebraska Farmer (24X)	309.6	388.8	309.6	388.8
Prairie Farmer (24X) A.	271.5	342.7	271.5	342.7
Indiana Edition (24X)	265.4	323.7	265.4	323.7
Wallaces Farmer (24X) A.	227.6	323.9	227.6	323.9
Wisconsin Agriculturist (24X)	152.5	214.0	152.5	214.0
Pecan South (6X)	21.3	18.6	21.3	18.6
Progressive Farmer A.	197.6	257.8	197.6	257.8
Specialized Agricultural Publications:				
Coastal Plains Farmer	27.9	51.0	27.9	51.0
Flue Cured TobaccoFarmer	49.5	52.5	49.5	52.5
Peanut Farmer (8X)	41.4	45.3	41.4	45.3
Successful Farming Now A.	253.5	282.3	253.5	282.3
Tennessee Farmer	43.5	50.8	43.5	50.8
—	—	—	—	
Western Farmer-Stockman Magazines:				
Ariz. Farmer-Stockman (12X)	42.9	67.2	42.9	67.2
Idaho Farmer-Stockman (20X)	130.7	180.9	130.7	180.9
Mont. Farmer-Stockman (20X)	168.0	234.4	168.0	234.4
Ore. Farmer-Stockman (20X)	95.0	139.6	95.0	139.6
Utah Farmer-Stockman (20X)	86.8	100.0	86.8	100.0
Wash. Farmer-Stockman (20X)	100.3	147.0	100.3	147.0
Total Group	8,995.4	10,106.7	8,995.4	10,106.7
% change		−11.0%		−11.0%
— Poultry —				
Broiler Industry	167.0	183.6	167.0	183.6
Poultry Digest	69.4	58.8	69.4	58.8
Poultry Tribune	49.2	57.5	49.2	57.5
Total Group	285.6	299.9	285.6	299.9
% change		−4.8%		−4.8%

(X) Represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions.

All figures represented in this chart are supplied by the magazines. Advertising Age makes no attempt to verify them and, therefore, is not responsible for inconsistencies or errors.



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Leno to host AA Awards

Gala evening scheduled for June 15

CHICAGO—Comedian Jay Leno, frequent guest host on "The Tonight Show," will host the second annual ADVERTISING AGE Awards Dinner on June 15 at the Hyatt Regency hotel here.

Mr. Leno will take time out from the movie he is filming, "Collision Course" with De Laurentiis Entertainment Group, to host the national awards show.

The comic and former auto mechanic writes his own material and has been acclaimed as "the funniest comedian working today" by David Letterman. Jack McCallum of *People* billed Mr. Leno "the king of stand-up comedians."

In recent months, Mr. Leno has played to sell-out crowds at New York's Carnegie Hall and Los Angeles' Universal Amphitheatre.

At the awards show, AA will announce the Agency of the Year, Best Newspaper Advertisement, Best Magazine Advertisement, Best Television Commercial in 12 categories, Best of Show Commercial, Best Commercial Director, Best Music, Best Sales Promotion and Sales Promotion Agency of the Year.

Winners will receive a bronze sculpture designed, cast and signed by prize-winning sculptor Joseph A. Burlini. In the television categories, sculptures will be presented to the winning production houses, as well as to the winning agencies and advertisers.

Eric Harkna, president-ceo of BBDO here, is general chairman of the event, which will benefit the Museum of Broadcast Communications.

The Dick Marx Orchestra will provide music for the black-tie optional gala.

For reservations or information, contact Laura Zuckert at (312) 649-5205.#

Nuzzo to promote promos in address to AA workshop

NEW YORK—Tony Nuzzo, VP-marketing for American Express traveler's checks, will be one of the more than 40 speakers to address the annual ADVERTISING AGE Creative Workshop, Aug. 23 to 26 at the New York Hilton.

Mr. Nuzzo, who spent 10 years with Johnson & Johnson and Procter & Gamble before joining American Express three years ago, will deliver a presentation called "Creative promotion ideas for a changing business environment."

According to Mr. Nuzzo, promotions, once conceived of as limited in application and scope, now are viewed as a critical and logical part of any overall marketing plan, for any type of business. Mr. Nuzzo will demonstrate the applications of promotions, including sweepstakes, giveaways, coupons and cause-related marketing concepts. He will show how high-quality promotions can build upon a company's image, while poorer-quality promotions possibly can hurt a company franchise.

"Attendees will see how broad-based promotions can be customized to fit specific markets or segments in order to generate greater results," said Mr. Nuzzo. "They also will be shown how these results can be measured using techniques such as analysis, tracking and testing and how planned spending in a person's area can be minimized by using this information."

For more information, contact ADVERTISING AGE Education, 220 E. 42nd St., New York 10017, or call 1-800-233-3435. In New York state, call 1-212-210-0296.#

FRANK CERMINARO

LAS VEGAS—Frank Cerminaro, 61, who spent 35 years in single-copy sales circulation, died of a heart attack March 29 while attending a convention here.

Mr. Cerminaro was senior VP-client relations for New York-based Kable News Co. He was active in the Independent Newsstand Circulation & Executive Association and the Bureau of Independent Publishers & Distributors.#